ZHAO YISU

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EDUCATION

SIMON BUSINESS SCHOOL, University of Rochester - Rochester, NY   **December 2020**
Master of Science in Marketing Analytics (A STEM-Certified Program) 3.55/4.0
Coursework: A/B Test, Digital Marketing Strategy, Marketing Analytics Design and Application, Social Media Analysis (NLP), Business Analytic, Pricing Analytics

THE HONG KONG POLYTECHNIC UNIVERSITY – Hong Kong   **May 2019**
Bachelor of Business Administration (HONS) in Management 3.6/4.0
Honors: 2016/2017 Dean List in Faculty of Business
            2017/2018 Dean List in Faculty of Business
Positions: Marketing Manager of PolyU Mandarin Debate Team

PROFESSIONAL EXPERIENCE

Intime Artisan de Parfum (Start-up) - Hong Kong   **September 2018 - May 2019**
Marketing Analyst
• Planned brand partnership programs with Fendi and Allen & Every to promote bespoke perfume workshops as an original addition to these companies' CRM program, resulting in 20% increase in sales within the first two months of workshops.
• Used conjoint model in R to analyze questionnaire data containing scores of over 200 customers on 6 perfumes and demographic dataset; made clusters and determined the promotional products to each maximize sales within each segment.
• Managed company's social media platforms, including Facebook and official website; designed and produced various visual media, wrote blogs and press releases which attracted an average reach of 5k impressions.

Ogilvy & Mather   **May 2018 - August 2018**
Marketing Intern-Corporate Branding
Team Client: H3C, a leading digital solutions provider
• Developed new branding strategies of H3C to further engage with Gen Z and millennial populations utilizing key insights from statistical analyses performed, focus group interviews, and secondary research.
• Created online and offline campaigns and documents for new branding strategies, including content and creative assets for email direct marketing, interactive media advertising, and online knowledge competition.
• Developed Chinese Valentine's Day promotional activities on Weibo themed around "A Programmer's Lover Letter"; attracted 2k comments and retweets.
• Conducted semi-annual research into competitors' branding strategies, including Lenovo and Dell; presented key insights and findings to client.

ACTIVITIES & PROJECTS

Simon Business School Thruway Case Competition   **April 2020**
• Developed a feasibility analysis of cashier-less retail store in Corning, NY; won the second prize out of 9 teams from three universities.
• Conducted SWOT and break-even analysis based on research. Analyzed the demographic data through Excel to get the persona of target consumers.

Simon Vision Consulting: *Sodus Bay Junior Sailing Association* **– Rochester, NY**   **October 2019 – December 2019**
• Worked in a team of six to develop and deliver a marketing growth strategy for the client.
• Conducted marketing research, including secondary research and population data to examine the potential market size of the association in Wayne County.
• Sought and evaluated 3 strategic partnership opportunities with local organizations and tourism bureau with the goal of broadening client's current market share. Conducted the cost-benefit analysis for available partnership opportunities. Consolidated all teammates' findings for final presentation to client.

Social Media Data Mining Project   **October 2019 – December 2019**
• Analyzed around 5,000 tweets through the self-developed model to gain insights on general opinions and sentiment surrounding various airlines using NLP (SVM) in R.
• Consolidated findings into report and presentation; utilized Tableau to visualize key findings.

ASSETS & INTERESTS

• Technology: R, SQL, Tableau, SPSS, Adobe Photoshop, Adobe Premiere, MS Office.
• Languages: English (business proficient), Mandarin (native speaker)
• Community Service: PolyU teaching voluntary activity in Gui Zhou, China in 2016.
• Certification: Google Analytics Individual Qualification